



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: August 15, 2017

Subject: Manager Report – Tourism Reports

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

Highlights for Business Activity in June 2017

June bed tax collections were up (37%) with YTD collections up (37%). Miscellaneous retail tax collections were down YTD (-15.0%) and restaurants were flat YTD (.0%). This report is on a cash basis, so only the cash that is received within the month is included.

May hotel classification report indicates YTD bed tax collections for resorts (-15.0%), full service property (-9.2%) and limited service properties (11.3%) were all down. The hotel classification report pulls data based on the reporting period not the actual receipt collections.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years.

Highlights for August 2017

Highlighted changes include updated FY2016/17 revenue and expense updates and an added FY2017/18 adopted budget column. FY2017/18 revenue estimates and actual and estimated expenses have been updated as well. Additional formatting changes include estimated fund balance available for capital projects being moved from the multi-year commitments area to under total expenses. TDC funding recommendations that have not yet been presented to City Council for approval are now located under the ending balance.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for June (Scottsdale Trend Report-59 properties)

Over the past 12 months occupancy is flat(0.0%) average daily rate (\$194.79) is up (5.4%) when compared to the same period last year. Rev par (\$132.26) is up (5.4%).

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is slightly down (-0.8) average daily rate (5.0) and rev par is up (4.2).

Regional Reports

Trend Scottsdale Downtown (17 properties report)

Over the past 12 months occupancy is down (-1.2%) average daily rate (\$156.78) is up (3.8%) and Rev Par (\$110.40) is up (2.6%) when compared to the same period last year.

Trend Scottsdale Middle (31 properties report)

Over the past 12 months occupancy is down (-0.8%) average daily rate (\$191.59) is up (5.9%) and Rev Par (\$125.96) is up (5.1%) when compared to the same period last year.

Trend Scottsdale North (11 properties report)

Over the past 12 months occupancy is up (2.7%) average daily rate (\$231.28) is up (4.7%) and Rev Par (\$162.47) is up (7.5 %) when compared to the same period last year.

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

Any program updates will be provided at the August TDC meeting.

BED TAX COLLECTION REPORT - FY 17/18
Prepared by the City of Scottsdale Tourism Events Department
August 15 ,2017 (Preliminary)

Item 7a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY16/17 property pre-classification. As a percentage of 8,857 total hotel rooms in the City as of March 2017. Resort hotels represent 44%, Full Service hotels 21%, and Limited Service hotels 35%.

*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues
FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	16/17 Bed Tax Collections	FY17/18 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
*June	4.6%	\$860,598	\$1,176,941	37.0%	73.0%	-15.0%	0.0%
July	4.0%	\$739,002					
August	3.9%	\$719,101					
September	6.4%	\$1,196,588					
October	8.4%	\$1,557,281					
November	8.4%	\$1,572,604					
December	6.3%	\$1,173,835					
January	6.0%	\$1,115,043					
February	13.0%	\$2,417,432					
March	13.2%	\$2,458,315					
April	16.4%	\$3,054,168					
May	9.5%	\$1,761,758					
Year to date	100.0%	\$18,625,725	\$1,176,941	37.0%	73.0%	-15.0%	0.0%

*Some hotels hadnt yet filed for June. The data above shows payments from the prior month that were received in July

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 17/18
 Prepared by the City of Scottsdale Tourism Events Department
 August 15, 2017 (Preliminary)

Table 2
 FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,917 Rooms	% Change from FY16/17	Full-Service Hotels 1,854 Rooms	% Change from FY16/17	Limited- Service Hotels 3,086 Rooms	% Change from FY16/17
June	\$460,575	-15.0%	\$107,376	-9.2%	\$165,537	-11.3%
July						
August						
September						
October						
November						
December						
January						
February						
March						
April						
May						
Year to date	\$460,575		\$107,376		\$165,537	
	62.79%		14.64%		22.57%	

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

City of Scottsdale
Tourism Development Fund Proforma
as of August 15, 2017

Item 7c

	2016/17 Estimate ¹¹	2017/18 Adopted	2017/18 Estimates
Bed Tax Revenues	19,227,339	19,441,159	19,441,159
Princess Lease Revenues	1,725,212	1,667,227	1,667,227
Event Notification and Survey Program	10,248	13,500	13,500
Misc. Revenue	15,960	7,000	7,000
TOURISM REVENUES	20,978,759	21,128,886	21,128,886
EXPENSES			
Destination Marketing (50% of bed tax revenues)¹²	(9,357,000)	(9,720,580)	(9,720,580)
General Fund Allocation, maximum of \$1,500,000	(1,500,000)	(1,500,000)	(1,500,000)
Multi-year Commitments for Capital Projects			
• WestWorld debt service (80-acres started FY06/07, ends FY34/35)	(600,000)	(600,000)	(600,000)
• TNEC Equestrian Center debt service (started FY12/13, ends FY32/33)	(1,200,000)	(1,200,000)	(1,200,000)
• Museum of the West debt service (started FY14/15, ends FY33/34)	(889,363)	(891,763)	(891,763)
• TPC renovations debt service (started FY14/15, ends FY33/34)	(900,000)	(900,000)	(900,000)
Total Capital Projects	(3,589,363)	(3,591,763)	(3,591,763)
One-time Commitments (available for all categories except General Fund and Marketing) maximum of \$500,000:			
• Uncommitted	-	(500,000)	(500,000)
Total One-time Commitments	-	(500,000)	(500,000)
Event Retention and Development, maximum of \$1,200,000:			
Uncommitted		(1,008,357)	(816,457)
Fiesta Bowl (20 yr agreement since 2006)	(310,852)	(161,643)	(161,643)
PGA Charles Schwab Cup Championship (council approved 07-01-15) 2 yr agreement	(75,000)		
NCAA Men's Final Four (council approved 09-13-16) 1st Year	(150,000)		
2017 Off Road Expo (council approved 07-06-16) 1st year	(75,000)		
2016 Food & Wine Experience (council approved 1025-16) 2nd year of funding	(82,500)		
2016 Grand Prix Event (council 10-25-16) 1st year	(48,062)		
2017 Grand Prix Event (goes to council 08-29-17) 2nd year			(75,000)
2017 Parada del Sol Parade (council approved 1/24/17) 1st year in this program	(64,400)		
2018 Parada del Sol Parade (Council approved 07-05-17) 5 yr agreement			(79,400)
2017 Scottsdale International Film Festival (Council approved 07-05-17) 3yr agreement			(37,500)
2017-2018 NCHA Cutting Horse Event (Council approved 03-07-17) 2 yr agreement	(30,000)	(30,000)	(30,000)
Matching Event Advertising Funding Program	(105,000)		
Event Venue Fee Program	(10,180)		
Community Events Program	(187,059)		
Total Events	(1,138,053)	(1,200,000)	(1,200,000)
Administrative/Other Professional Services, maximum of \$500,000:			
Administrative Expenses	(223,220)	(274,641)	(274,641)
Tourism Research (21740-52182)	(50,748)	(90,000)	(90,000)
5-yr Tourism Strategic Plan - not sure where these expenses hit	(78,821)	(132,359)	(132,359)
Total Admin/Other	(352,789)	(497,000)	(497,000)
TOTAL EXPENSES	(15,937,205)	(17,009,343)	(17,009,343)
Estimated Fund Balance available for capital projects up to \$600,000¹³		4,119,543	4,119,543

CARRYOVER BALANCE:			
Beginning Balance	10,443,108	12,671,579	12,671,579
Additions			
Current year fund balance	5,041,554	4,119,543	4,119,543
Uses			
Trolley Expenses	(300,327)	(300,327)	(300,327)
International Visitor Committee (Council approved on April 28, 2015)	(75,000)	-	-
Event Notification and Survey Program	(10,248)	-	
Banner program	-	(20,173)	(13,500)
Museum of the West Hopi Pottery Permanent Gallery (council approved 02-23-16)	(500,000)	-	
Strategic Plan carryover	(575,632)	(331,000)	(331,000)
Tourism Strategic Plan - year 4	(378,753)	(250,000)	(366,247)
Tourism Strategic Plan - year 5	-		
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(400,000)	(400,000)	(400,000)
Promotion of downtown (per council direction) - some of this is included in strat.plan carryover		(300,000)	(300,000)
Electrical outlets downtown	-	(520,354)	(520,354)
WestWorld marketing fee - transfer out to General Fund	-	(100,000)	(100,000)
Canal Convergence (council approved 06-27-17)			(650,000)
Ending Balance	13,244,702	14,569,268	13,809,694

NO COUNCIL ACTION OR APPROVED FOR FUTURE FYs:

DDC debt service (TDC reserved \$0.6 million/yr - no council action)	(600,000)
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 million - no council action)	(2,600,000)
WestWorld Municipal Use Site Plan (no council action)	(150,000)
	(3,350,000)

Ending Balance (including non city council action expenditures)

10,459,694

¹¹ FY 2016/17 estimates as of 3rd close.

¹² Destination Marketing Contract final number will be calculated before final close.

¹³ Per Financial Policy No. 21A, the balance of the current fiscal year's revenues after all expenses for the year are accounted for, may be used for tourism-related capital projects up to \$600,000 per project.



Item 7d

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City of Scottsdale, AZ

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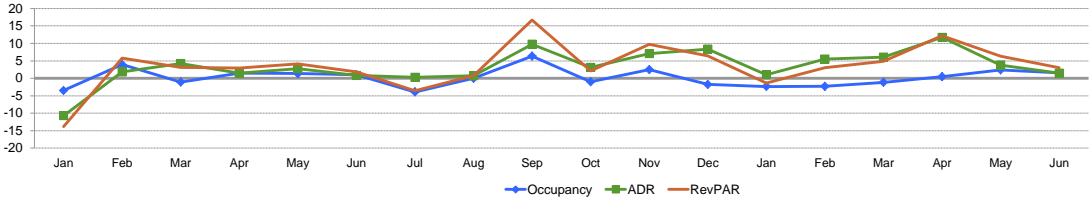


Tab 2 - Trend Scottsdale AZ+

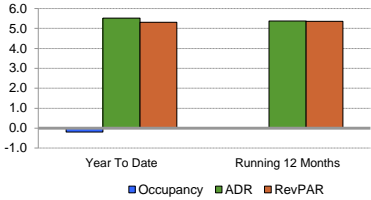
City of Scottsdale, AZ
For the Month of June 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	70.9	85.1	89.7	79.0	68.0	59.6	52.5	54.2	62.1	70.1	70.5	69.3	83.1	88.6	79.3	69.7	60.6
	Last Year	73.5	81.9	90.6	77.8	67.1	59.0	54.6	54.2	58.4	70.8	68.8	70.9	85.1	89.7	79.0	68.0	59.6
Percent Change	-3.5	3.9	-1.1	1.5	1.3	1.0	-3.9	0.0	6.3	-1.0	2.5	-1.8	-2.3	-2.3	-1.1	0.4	2.4	1.6

ADR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	222.51	244.59	271.16	213.01	166.74	120.26	110.42	106.20	160.09	190.75	193.49	224.80	258.04	287.59	237.93	173.09	122.01
	Last Year	249.11	240.22	260.16	210.00	162.22	119.30	110.10	105.42	145.85	184.98	180.69	222.51	244.59	271.16	213.01	166.74	120.26
Percent Change	-10.7	1.8	4.2	1.4	2.8	0.8	0.3	0.7	9.8	3.1	7.1	8.4	1.0	5.5	6.1	11.7	3.8	1.5

RevPAR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	157.77	208.04	243.13	168.21	113.41	71.68	57.99	57.51	99.40	133.65	136.47	155.69	214.40	254.90	188.72	120.56	73.89
	Last Year	183.05	196.63	235.77	163.42	108.87	70.40	60.16	57.11	85.17	130.93	124.35	157.77	208.04	243.13	168.21	113.41	71.68
Percent Change	-13.8	5.8	3.1	2.9	4.2	1.8	-3.6	0.7	16.7	2.1	9.7	6.4	-1.3	3.1	4.8	12.2	6.3	3.1

Supply	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	366,420	330,960	366,420	358,380	373,581	361,530	373,612	369,241	357,330	369,458	357,540	375,751	339,752	376,154	364,020	369,489	357,570
	Last Year	369,830	334,040	369,737	357,810	369,768	357,720	359,538	359,538	357,720	369,644	354,600	366,420	330,960	366,420	358,380	373,581	361,530
Percent Change	-0.9	-0.9	-0.9	0.2	1.0	1.1	3.9	2.7	-0.1	-0.1	0.8	2.5	2.5	2.7	2.7	1.6	-1.1	-1.1

Demand	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	259,812	281,505	328,551	282,993	254,093	215,499	196,226	199,955	221,864	258,867	252,173	260,228	282,297	333,401	288,731	257,359	216,549
	Last Year	271,751	273,426	335,070	278,439	248,159	211,102	196,466	194,760	208,889	261,628	244,048	259,812	281,505	328,551	282,993	254,093	215,499
Percent Change	-4.4	3.0	-1.9	1.6	2.4	2.1	-0.1	2.7	6.2	-1.1	3.3	0.7	0.2	0.3	1.5	2.0	1.3	0.5

Revenue	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	57,809,773	68,852,139	89,089,230	60,281,585	42,367,542	25,914,959	21,667,211	21,235,488	35,518,922	49,379,070	48,792,728	58,500,458	72,844,281	95,882,396	68,696,833	44,545,188	26,420,848
	Last Year	67,695,977	65,681,827	87,171,282	58,472,679	40,256,294	25,183,881	21,629,967	20,531,638	30,465,854	48,396,623	44,096,020	57,809,773	68,852,139	89,089,230	60,281,585	42,367,542	25,914,959
Percent Change	-14.6	4.8	2.2	3.1	5.2	2.9	0.2	3.4	16.6	2.0	10.7	9.1	1.2	5.8	7.6	14.0	5.1	2.0

Census %	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	Census Props	57	57	57	58	58	58	57	57	57	57	58	58	58	58	58	57	57
	Census Rooms	11820	11820	11820	11946	12051	12051	11911	11911	11918	11918	12119	12121	12134	12134	12134	11919	11919
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	98.9	100.0	100.0	100.0	100.0	100.0	100.0	99.8	99.8	100.0	99.8	99.8

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Source 2017 STR, Inc.

City of Scottsdale, AZ
For the Month of June 2017

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Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of June 2017

Currency: USD - US Dollar

Current Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2016	Jan	32.9	39.2	0.0	72.1	275.45	253.08	0.00	263.16	90.66	99.21	0.00	189.87	8.9	-13.4	-37.8	-4.5	-4.3	-13.5	-100.0	-9.4	4.3	-25.0	-100.0	-13.4
	Feb	39.3	47.1	0.0	86.4	304.08	283.44	84.67	292.75	119.48	133.51	0.03	253.02	-3.1	8.8	3.2	3.1	6.4	-0.9	-21.0	2.4	3.1	7.8	-18.4	5.5
	Mar	58.1	31.7	0.4	90.3	341.27	294.57	194.90	324.17	198.29	93.48	0.81	292.57	6.8	-13.5	269.8	-1.1	2.6	4.7	121.5	4.0	9.5	-9.5	719.1	2.9
	Apr	40.6	39.3	0.1	79.9	261.39	259.19	67.40	260.18	106.05	101.75	0.04	207.84	-9.3	7.7	-28.1	-1.7	1.7	3.3	-22.6	2.4	-7.8	11.3	-44.4	0.7
	May	40.3	28.9	0.1	69.2	193.29	210.48	73.15	200.38	77.81	60.85	0.04	138.69	-0.2	-4.5	5.2	-2.1	3.8	5.3	-8.6	4.3	3.5	0.6	-3.9	2.2
	Jun	39.4	22.5	0.1	62.0	138.95	137.53	79.30	138.37	54.79	30.89	0.05	85.73	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.3
	Jul	39.2	15.5	0.0	54.8	131.70	115.71	78.96	127.13	51.69	17.99	0.03	69.71	-7.6	-7.3	0.6	-7.5	-0.5	3.5	2.8	0.5	-8.1	-4.0	3.5	-7.1
	Aug	40.4	14.9	0.0	55.4	124.71	107.26	84.22	119.98	50.39	16.02	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.6	7.4	0.0	-10.0	12.2	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.95	200.19	86.04	192.28	64.35	56.48	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.7	-7.6	11.1	6.0	32.7	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.42	232.80	71.02	230.57	78.89	81.47	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.1	-2.2	-6.3	2.7	4.3	-3.4	-24.9	0.2
	Nov	39.0	33.0	0.1	72.1	231.94	228.31	87.74	230.07	90.47	75.24	0.09	165.80	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.7	6.7	64.4	7.8
	Dec	40.8	16.8	0.2	57.7	219.35	184.73	79.03	208.86	89.40	30.95	0.14	120.49	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-3.9	2.5	0.0	-1.1	-13.5	6.9	0.0	-2.6
	Feb	41.3	43.1	0.6	84.9	315.65	300.33	89.43	306.41	130.30	129.41	0.49	260.21	5.1	-8.5	1573.1	-1.7	3.8	6.0	5.6	4.7	9.1	-3.1	1667.1	2.8
	Mar	54.1	35.0	0.8	89.9	362.93	315.39	85.51	342.03	196.42	110.24	0.67	307.33	-6.9	10.1	87.8	-0.4	6.3	7.1	-56.1	5.5	-0.9	17.9	-17.6	5.0
	Apr	44.8	35.4	0.6	80.7	294.96	281.94	92.43	287.85	132.13	99.79	0.52	232.43	10.4	-9.8	899.0	1.1	12.8	8.8	37.1	10.6	24.6	-1.9	1269.9	11.8
	May	37.0	31.3	0.5	68.8	203.33	213.69	86.17	207.21	75.28	66.79	0.42	142.49	-8.0	8.1	845.6	-0.6	5.2	1.5	17.8	3.4	-3.2	9.8	1013.8	2.7
	Jun	39.9	19.8	0.4	60.2	142.22	135.47	84.95	139.58	56.82	26.82	0.37	84.01	1.3	-11.9	604.5	-2.9	2.4	-1.5	7.1	0.9	3.7	-13.2	654.8	-2.0

Year To Date													
2015	Jun	41.4	35.9	0.1	77.4	252.39	251.37	89.63	251.79	104.55	90.26	0.05	194.87
2016	Jun	41.8	34.5	0.1	76.4	257.15	248.06	147.49	252.88	107.48	85.65	0.16	193.29
2017	Jun	41.1	34.2	0.6	75.8	271.03	261.98	86.81	265.60	111.46	89.48	0.48	201.43

Percent Change (%)													
		0.8	4.7	-30.2	2.6	11.3	11.9	-25.4	11.6	12.2	17.1	-47.9	14.4
		0.9	-3.8	82.6	-1.2	1.9	-1.3	64.6	0.4	2.8	-5.1	200.5	-0.8
		-1.6	-1.1	406.9	-0.8	5.4	5.6	-41.1	5.0	3.7	4.5	198.3	4.2

Running 12 Month													
2015	Jun	40.2	29.6	0.1	69.8	210.33	222.01	103.29	215.19	84.47	65.74	0.07	150.28
2016	Jun	40.7	28.9	0.1	69.7	216.30	224.83	123.82	219.72	88.02	64.99	0.11	153.12
2017	Jun	39.6	29.0	0.3	68.9	229.71	233.67	86.24	230.73	90.98	67.66	0.27	158.90

Percent Change (%)													
		3.4	3.8	-72.1	3.3	9.1	7.9	11.1	8.7	12.8	12.0	-69.0	12.3
		1.3	-2.4	35.2	-0.2	2.8	1.3	19.9	2.1	4.2	-1.1	62.1	1.9
		-2.7	0.2	255.0	-1.2	6.2	3.9	-30.4	5.0	3.4	4.1	147.3	3.8

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Source 2017 STR, Inc.

Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of June 2017

Currency: USD - US Dollar

		This Year									Last Year								
		Supply		Demand				Revenue			Supply		Demand				Revenue		
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2016	Jan	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
	Feb	187,460	73,658	88,302	62	162,022	22,397,590	25,028,671	5,232	47,431,493	191,044	77,451	82,711	61	160,223	22,131,621	23,663,539	6,534	45,801,694
	Mar	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
	May	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,385,132	6,418,098	10,309	17,813,539	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,277	33,391	73	117,741	11,098,965	3,863,519	5,764	14,968,248	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
	Aug	214,737	86,769	32,069	77	118,915	10,821,359	3,439,606	6,485	14,267,450	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,373,583	11,736,129	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,940,146	17,495,192	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
	Nov	207,810	81,058	68,480	215	149,753	18,800,194	15,634,886	18,864	34,453,944	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,197,402	6,646,847	30,346	25,874,595	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143
	Feb	194,376	80,242	83,753	1,072	165,067	25,328,151	25,153,775	95,866	50,577,792	187,460	73,658	88,302	62	162,022	22,397,590	25,028,671	5,232	47,431,493
	Mar	215,202	116,470	75,219	1,675	193,364	42,270,406	23,723,509	143,222	66,137,137	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887
	Apr	208,260	93,291	73,712	1,162	168,165	27,516,832	20,782,362	107,400	48,406,594	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049
	May	215,202	79,681	67,260	1,052	147,993	16,201,343	14,372,998	90,646	30,664,987	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385
	Jun	208,260	83,197	41,229	918	125,344	11,832,373	5,585,159	77,987	17,495,519	207,780	81,938	46,667	130	128,735	11,385,132	6,418,098	10,309	17,813,539
Year To Date																			
2015	Jun	1,234,904	511,560	443,402	742	955,704	129,114,025	111,459,509	66,503	240,640,037	1,239,488	509,174	425,114	1,067	935,355	115,460,604	95,522,747	128,118	211,111,469
2016	Jun	1,229,666	513,949	424,591	1,349	939,889	132,159,417	105,323,104	198,976	237,681,496	1,234,904	511,560	443,402	742	955,704	129,114,025	111,459,509	66,503	240,640,037
2017	Jun	1,256,099	516,557	429,041	6,985	952,583	140,002,336	112,401,643	606,344	253,010,323	1,229,666	513,949	424,591	1,349	939,889	132,159,417	105,323,104	198,976	237,681,496
Running 12 Month																			
2015	Jun	2,492,636	1,001,002	738,136	1,615	1,740,753	210,543,327	163,876,865	166,867	374,587,058	2,490,903	967,180	710,518	5,777	1,683,475	186,495,867	146,221,321	537,057	333,254,245
2016	Jun	2,456,709	999,756	710,150	2,152	1,712,059	216,245,254	159,663,269	266,510	376,175,033	2,492,636	1,001,002	738,136	1,615	1,740,753	210,543,327	163,876,865	166,867	374,587,058
2017	Jun	2,530,667	1,002,261	732,738	7,872	1,742,871	230,233,985	171,217,822	678,865	402,130,672	2,456,709	999,756	710,150	2,152	1,712,059	216,245,254	159,663,269	266,510	376,175,033

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Source 2017 STR, Inc.

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Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of June 2017

								2015												2016												2017																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D							
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	B	B	B	B	B	B	B	B	B								B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Y	s	B	B	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	s	s	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
35503	Springhill Suites Scottsdale North	Scottsdale, AZ	85255	Mar 1999	Feb 1998	121	Y	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
18806	Destination Hotels The Scottsdale Resort @ McCormick R	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Y	B	B	B	B	B			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
18818	Curio Collection Boulders Resort & Spa	Scottsdale, AZ	85262	Apr 2015	Jun 1985	160		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s
			Total Properties:		25	6942	s - Monthly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue Blank - No data received by STR																																											

A blank row indicates insufficient data.

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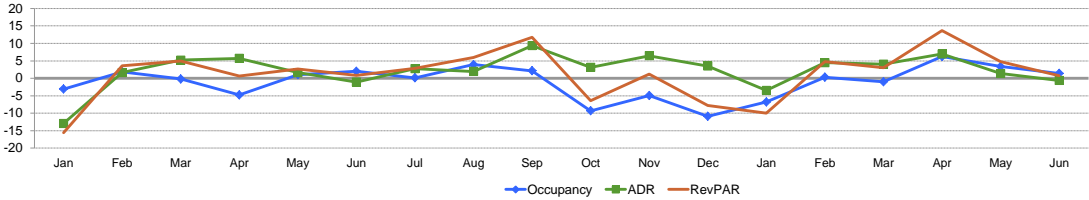
Source 2017 STR, Inc.

Tab 7 - Trend Scottsdale Downtown+

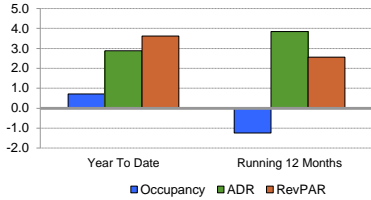
City of Scottsdale, AZ
For the Month of June 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	73.9	87.0	91.9	76.4	70.0	63.2	55.7	58.8	67.7	71.7	72.0	68.9	87.3	91.0	81.1	72.4	64.1
	Last Year	76.3	85.4	92.1	80.2	69.3	62.0	55.6	66.3	79.1	75.7	63.2	73.9	87.0	91.9	76.4	70.0	63.2
Percent Change	-3.1	1.9	-0.2	-4.8	1.0	2.0	0.1	3.9	2.2	-9.3	-4.9	-10.9	-6.8	0.3	-1.0	6.2	3.4	1.4

ADR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	185.09	199.98	235.98	171.57	134.31	101.48	94.49	93.25	131.29	150.93	154.83	178.67	208.90	245.54	183.53	136.14	100.85
	Last Year	212.60	196.74	224.33	162.26	132.17	102.59	91.97	91.44	120.02	146.32	145.42	185.09	199.98	235.98	171.57	134.31	101.48
Percent Change	-12.9	1.6	5.2	5.7	1.6	-1.1	2.7	2.0	9.4	3.2	6.5	3.5	-3.5	4.5	4.0	7.0	1.4	-0.6

RevPAR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	136.87	173.97	216.81	130.99	94.07	64.17	52.63	54.82	88.87	108.26	111.47	123.18	182.31	223.36	148.87	98.55	64.66
	Last Year	162.17	168.01	206.53	130.09	91.61	63.61	51.15	51.72	79.52	115.72	110.11	136.87	173.97	216.81	130.99	94.07	64.17
Percent Change	-15.6	3.6	5.0	0.7	2.7	0.9	2.9	6.0	11.8	-6.4	1.2	-7.7	-10.0	4.8	3.0	13.6	4.8	0.8

Supply	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	75,299	68,012	75,299	76,650	79,205	76,650	79,205	79,205	76,650	79,205	79,205	79,205	71,540	79,205	76,650	79,205	76,650
	Last Year	79,143	71,484	79,143	76,590	79,174	76,620	79,174	79,174	76,620	79,174	75,299	75,299	68,012	75,299	76,650	79,205	76,650
Percent Change	-4.9	-4.9	-4.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.2	5.2	5.2	5.2	5.2	0.0	0.0	0.0

Demand	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	55,682	59,168	69,183	58,524	55,473	48,470	44,117	46,561	51,886	56,810	44,594	54,603	62,431	72,052	62,173	57,336	49,145
	Last Year	60,372	61,042	72,865	61,404	54,878	47,506	44,038	44,786	50,767	62,613	55,178	55,682	59,168	69,183	58,524	55,473	48,470
Percent Change	-7.8	-3.1	-5.1	-4.7	1.1	2.0	0.2	4.0	2.2	-9.3	0.0	-6.3	-1.9	5.5	4.1	6.2	3.4	1.4

Revenue	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	10,306,080	11,832,154	16,325,862	10,040,738	7,450,547	4,918,554	4,168,615	4,341,709	6,812,097	8,574,520	5,887,215	9,756,176	13,042,137	17,691,440	11,410,857	7,805,676	4,956,250
	Last Year	12,834,858	12,009,670	16,345,781	9,963,573	7,253,139	4,873,713	4,050,072	4,095,160	6,093,167	9,161,641	8,024,070	10,306,080	11,832,154	16,325,862	10,040,738	7,450,547	4,918,554
Percent Change	-19.7	-1.5	-0.1	0.8	2.7	0.9	2.9	6.0	11.8	-6.4	6.5	-3.0	-5.3	10.2	8.4	13.6	4.8	0.8

Census %	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	Census Props	16	16	16	17	17	17	17	17	17	17	17	17	17	17	17	17	17
	Census Rooms	2429	2429	2429	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Source 2017 STR, Inc.

Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ
For the Month of June 2017

							2015												2016												2017																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
1828	Magnuson Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
			Total Properties:		17	2555	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																									

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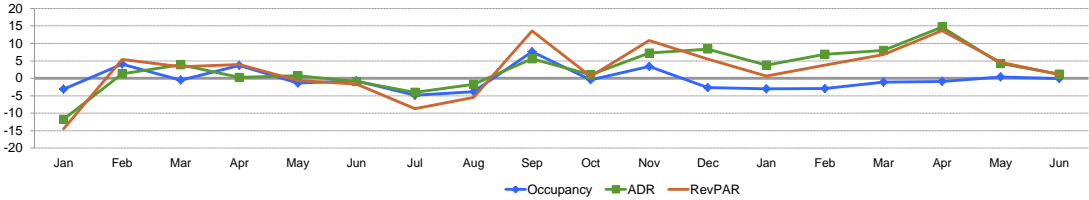
Source 2017 STR, Inc.

Tab 9 - Trend Scottsdale Middle+

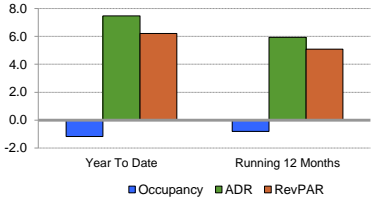
City of Scottsdale, AZ
For the Month of June 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	70.3	85.1	90.2	79.7	66.7	56.9	49.0	49.6	58.1	67.6	68.9	53.3	68.1	82.6	89.2	79.1	67.0	56.9
	Last Year	72.5	81.8	90.7	76.9	67.6	57.3	51.5	51.6	54.0	67.9	66.7	54.7	70.3	85.1	90.2	79.7	66.7	56.9
Percent Change	-3.1	4.1	-0.5	3.7	-1.4	-0.7	-4.9	-3.8	7.6	-0.4	3.4	-2.7	-3.0	-3.0	-1.1	-0.9	0.4	-0.1	
ADR	2016												2017						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	212.96	237.00	261.46	203.89	158.35	115.82	107.04	103.35	153.32	181.60	188.73	172.82	221.02	253.35	282.29	233.83	165.02	117.20
	Last Year	241.28	233.94	251.75	203.40	157.13	116.91	111.50	105.17	145.24	179.81	176.00	159.44	212.96	237.00	261.46	203.89	158.35	115.82
Percent Change	-11.7	1.3	3.9	0.2	0.8	-0.9	-4.0	-1.7	5.6	1.0	7.2	8.4	3.8	6.9	8.0	14.7	4.2	1.2	
RevPAR	2016												2017						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	149.64	201.72	235.85	162.60	105.62	65.92	52.47	51.30	89.08	122.84	130.12	92.04	150.59	209.27	251.83	184.85	110.51	66.66
	Last Year	174.97	191.30	228.22	156.44	106.25	67.00	57.46	54.28	78.43	122.11	117.37	87.26	149.64	201.72	235.85	162.60	105.62	65.92
Percent Change	-14.5	5.5	3.3	3.9	-0.6	-1.6	-8.7	-5.5	13.6	0.6	10.9	5.5	0.6	3.7	6.8	13.7	4.6	1.1	
Supply	2016												2017						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	206,398	186,424	206,398	199,740	206,522	199,860	206,553	202,523	195,990	202,740	196,200	206,971	209,033	189,169	209,436	202,680	202,771	196,230
	Last Year	206,615	186,620	206,522	199,860	206,522	199,740	196,292	196,292	199,740	206,398	199,740	206,398	206,398	186,424	206,398	199,740	206,522	199,860
Percent Change	-0.1	-0.1	-0.1	-0.1	0.0	0.1	5.2	3.2	-1.9	-1.8	-1.8	1.2	1.3	1.5	1.5	1.5	-1.8	-1.8	
Demand	2016												2017						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	145,035	158,676	186,181	159,286	137,747	113,756	101,257	100,538	113,869	137,134	135,275	111,296	142,426	156,254	186,836	160,219	135,789	111,613
	Last Year	149,828	152,604	187,221	153,719	139,643	114,465	101,157	101,307	107,858	140,174	133,203	112,956	145,035	158,676	186,181	159,286	137,747	113,756
Percent Change	-3.2	4.0	-0.6	3.6	-1.4	-0.6	0.1	-0.8	5.6	-2.2	1.6	-1.5	-1.8	-1.5	0.4	0.6	-1.4	-1.9	
Revenue	2016												2017						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	This Year	30,886,278	37,606,034	48,679,384	32,477,174	21,812,846	13,175,282	10,838,110	10,390,115	17,458,762	24,903,940	25,530,100	19,233,759	31,478,765	39,586,723	52,741,338	37,464,542	22,408,364	13,081,244
	Last Year	36,151,213	35,699,818	47,132,569	31,265,946	21,942,720	13,382,331	11,279,236	10,654,540	15,665,791	25,204,227	23,444,194	18,009,260	30,886,278	37,606,034	48,679,384	32,477,174	21,812,846	13,175,282
Percent Change	-14.6	5.3	3.3	3.9	-0.6	-1.5	-3.9	-2.5	11.4	-1.2	8.9	6.8	1.9	5.3	8.3	15.4	2.7	-0.7	
Census %	2016												2017						
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
	Census Props	30	30	30	30	30	30	30	29	29	29	30	30	30	30	30	29	29	
	Census Rooms	6658	6658	6658	6658	6662	6662	6663	6533	6533	6540	6741	6743	6756	6756	6756	6541	6541	
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	98.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

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Source 2017 STR, Inc.

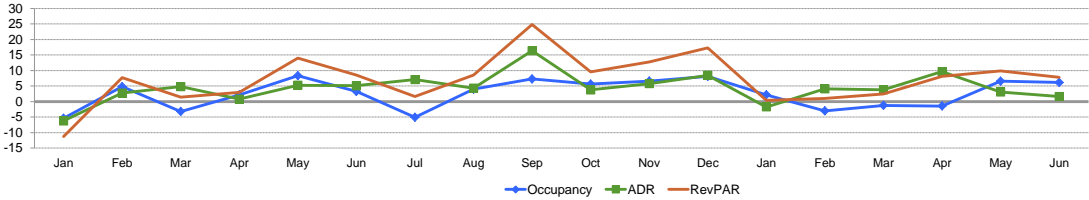
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Tab 11 - Trend Scottsdale North+

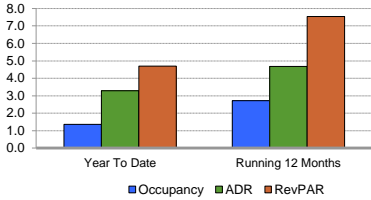
City of Scottsdale, AZ
For the Month of June 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	69.9	83.1	86.7	78.8	68.5	61.7	56.9	59.3	65.3	73.9	72.7	62.1	71.5	80.6	85.6	77.7	73.0	65.5
Last Year	73.9	79.2	89.5	77.2	63.2	59.8	59.9	57.0	60.9	70.0	68.2	57.4	69.9	83.1	86.7	78.8	68.5	61.7
Percent Change	-5.4	4.8	-3.2	2.1	8.3	3.2	-5.1	4.0	7.3	5.6	6.6	8.1	2.2	-3.0	-1.2	-1.4	6.6	6.1
ADR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	273.40	297.41	319.81	266.94	211.64	145.00	129.70	122.02	197.49	239.10	232.66	205.56	268.72	309.60	331.95	292.71	218.20	147.36
Last Year	291.56	289.50	305.15	264.85	201.07	137.98	121.11	116.95	169.73	230.45	219.91	189.48	273.40	297.41	319.81	266.94	211.64	145.00
Percent Change	-6.2	2.7	4.8	0.8	5.3	5.1	7.1	4.3	16.4	3.8	5.8	8.5	-1.7	4.1	3.8	9.7	3.1	1.6
RevPAR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	191.21	247.02	277.14	210.41	144.89	89.49	73.77	72.32	129.03	176.75	169.23	127.64	192.03	249.42	284.12	227.42	159.19	96.53
Last Year	215.52	229.42	273.13	204.42	127.09	82.48	72.56	66.65	103.37	161.27	150.06	108.85	191.21	247.02	277.14	210.41	144.89	89.49
Percent Change	-11.3	7.7	1.5	2.9	14.0	8.5	1.7	8.5	24.8	9.6	12.8	17.3	0.4	1.0	2.5	8.1	9.9	7.9
Supply	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	87,854	79,352	87,854	85,020	90,985	88,050	90,985	90,644	87,720	90,644	87,720	90,644	90,644	81,872	90,644	87,720	90,644	87,720
Last Year	87,854	79,352	87,854	85,020	87,854	85,020	87,854	87,854	85,020	87,854	85,020	87,854	87,854	79,352	87,854	85,020	90,985	88,050
Percent Change	0.0	0.0	0.0	0.0	3.6	3.6	3.6	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	-0.4	-0.4
Demand	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	61,443	65,907	76,134	67,016	62,289	54,340	51,751	53,720	57,312	67,006	63,806	56,285	64,774	65,959	77,583	68,153	66,130	57,460
Last Year	64,942	62,882	78,636	65,621	55,528	50,822	52,634	50,070	51,781	61,481	58,017	50,471	61,443	65,907	76,134	67,016	62,289	54,340
Percent Change	-5.4	4.8	-3.2	2.1	12.2	6.9	-1.7	7.3	10.7	9.0	10.0	11.5	5.4	0.1	1.9	1.7	6.2	5.7
Revenue	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	16,798,651	19,601,513	24,348,259	17,888,917	13,183,094	7,879,486	6,711,908	6,555,126	11,318,318	16,021,320	14,845,082	11,569,904	17,406,073	20,420,779	25,753,492	19,949,263	14,429,404	8,467,220
Last Year	18,934,308	18,204,570	23,995,877	17,379,955	11,165,113	7,012,179	6,374,663	5,855,554	8,788,598	14,168,256	12,758,242	9,563,175	16,798,651	19,601,513	24,348,259	17,888,917	13,183,094	7,879,486
Percent Change	-11.3	7.7	1.5	2.9	18.1	12.4	5.3	11.9	28.8	13.1	16.4	21.0	3.6	4.2	5.8	11.5	9.5	7.5
Census %	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
Census Rooms	2834	2834	2834	2834	2935	2935	2935	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 12 - Response Scottsdale North+

City of Scottsdale, AZ
For the Month of June 2017

								2015												2016												2017																			
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
34909	Extended Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
43004	Westin Kierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
53188	Hilton Garden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
47255	Residence Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
9177	Best Western Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
53075	Holiday Inn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 2014	Dec 2004	117		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
18818	Curio Collection Boulders Resort & Spa	Scottsdale, AZ	85262	Apr 2015	Jun 1985	160		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
11283	Carefree Resort & Conference Center	Carefree, AZ	85377	Sep 1996	Jun 1963	207	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		11	2924	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																												

A blank row indicates insufficient data.

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Tab 13 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.
Rooms sold under such allotments should be classified as transient.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms} / \text{Census Rooms}) * "100"$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Transient Rooms

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

**To: David Scholefield, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: August 15, 2017

Subject: Manager Report – STR Regional Data Profile

The following is a regional profile summary based on STR data that is collected for the Downtown, Central, and Northern Scottsdale market areas.

Downtown Scottsdale Trend Report

17 properties are included in the report with a total of 2,555 rooms available
The average number of rooms for the area is 150
Room Revenue for the Downtown area for the past twelve months is \$102,991,090
Total rooms in the downtown area produced \$40,309 per room over the past twelve months
Downtown ADR and REV par for the past twelve months is \$156.78 and \$110.44 respectively

Central Scottsdale Trend Report

31 properties are included in the report with a total of 6,541 rooms available
The average number of rooms for the area is 211
Room Revenue for the middle area for the past twelve months is \$305,115,762
Total rooms in the central area produced \$46,646 per room over the past twelve months
Central ADR and REV par for the past twelve months is \$191.59 and \$125.96 respectively

North Scottsdale Trend Report

11 properties are included in the report with a total of 2,924 rooms available
The average number of rooms for the area is 265
Room Revenue for the Northern area for the past twelve months is \$173,447,889
Total rooms in the northern area produced \$59,318 per room over the past twelve months
Northern ADR and REV par for the past twelve months is \$231.28 and \$162.47 respectively